Permit #F00041299

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00041299 **Type of Permit:** FILMING **Release Date:** 06/30/2011

Production Company SPITFIRE IMAGING

Insured Company Name SPITFIRE IMAGING

Contact Phone No. 1 404-872-7006
Contact Phone No. 2
Fax
Address 710 10TH ST
ATLANTA, Georgia 30318

Production Title WORLD FINANCIAL GROUP IMAGE CAMPAIGN

Type of Production Industrial Video

Producer Beth Marshall

Director Tripp Rhame

1st AD Adam Renshaw

Production Manager TBD TBD

FilmL.A. Coordinator Adrian Fayad

Location Manager Jonathan Lynch
Primary Phone Mobile - 310.774.1113
Secondary Phone

Location Assistant n/a n/a
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Posting 300	$69.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$266.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$76.00

Total Permit Fee $1,571.00

Number of Locations 1

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Summary Information — Location

Location 1 of 1

Permit Number	F00041299	**Location Manager**	Jonathan Lynch
Production Company	SPITFIRE IMAGING	Primary Phone	Mobile - 310.774.1113
Insured Company	SPITFIRE IMAGING	Secondary Phone	
Production Title	WORLD FINANCIAL GROUP IMAGE CA...		

Location Address 3160 Canyon Dr, Los Angeles, CA, 90068

Location Name LAKE HOLLYWOOD PARK

Location Type Park

Film Dates 7/1/2011 - 7/1/2011 10:00 - 17:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Lake Hollywood.pdf

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	15
Cranes	1
Cube Trucks	1
Vans	1

Personnel on Location

Type	Quantity
Cast	9
Crew	10
Spot Check	1

Filming Activities Picture car with camera rig attached, beauty shots. ; Techno crane, Time-lapse photography, Walk & talk.; Location is Lake Hollywood Dog Park;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** G1

Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Rafael Vega
LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Filming Location

Posting "No Parking" signs E/S Canyon Lake Dr, from park entrance - North & South 150 feet

Approximate Footage 0 - 300 **Log Number** 18321

Date(s) 7/1/2011 to 7/1/2011 **Time(s)** 11:00 to 22:00

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- **Production Company allowed to film at Lake Hollywood on July 1, 2011 from 10am-5pm.**
- **Production Company allowed to have push Techno Crane on to the grass; plywood is to be used at monitors discretion.**
- **Production Company is aware that no vehicles are allowed in or on the park.**
- **Production Company must watch for wet spots and stay clear or else they will be held liable for any damage.**
- **Production Company allowed to park legally on Merry Go Round Way on 06/27/2011 from 7am-8pm.**
- **Production Company is allowed to conduct driving shots.**
- **Production Company must leave area clean after activity.**
- **Cannot impede park patrons from park activities.**
- **Production Company may do up to 2 minute pedestrian control.**
- **Cannot interfere, prevent, or clear park patrons from the location of filming.**
- **Production Company does not have permission to remove or move existing landscape.**
- **Production Company is not allowed to add landscape unless approved.**
- **May not drive on any park service road or grassy areas unless approved.**
- **Must work around maintenance activities.**
- **May not block entrance or exits.**
- **Patrons have the right of way at all times.**

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It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.
6/30/2011

- **Production Company does not have exclusive use of any part of the park at any time.**

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitted and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitted will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitted there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may

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be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

Spitfire Imaging – World Financial Group Image Campaign
(Griffith Park – Lake Hollywood Park)
F-41299

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